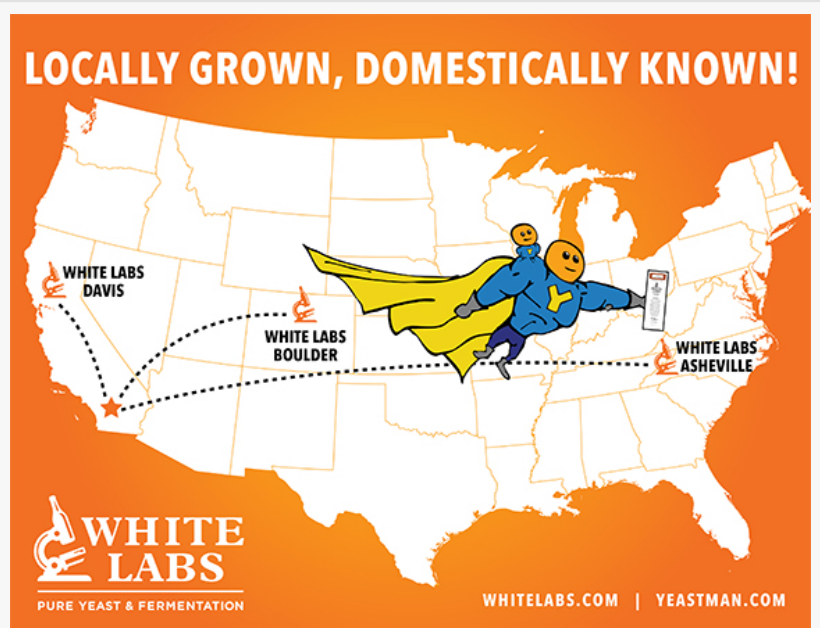


White Labs Expansion To Include [Y]east Coast Distribution & Operations

SAN DIEGO, CA, USA, January 9, 2015 /EINPresswire.com/ -- 11:05 a.m. Pacific Time - Following [White Labs](#)' recent announcement of its proprietary PurePitch packaging for Homebrewers, the San Diego-based company in unveiling its expansion to the [Y]east Coast to Asheville, North Carolina crowned BeerCity USA 2010.

White Labs is the nation's leading provider of yeast supplies to breweries, wineries and distilleries with fresh yeast and related products, is pleased to announce its domestic US expansion. Now, in addition to operating in California and Colorado, White Labs will be covering the entire United States with distribution and operations in Asheville, North Carolina. Known for its scenic beauty, music culture and robust art scene, Asheville's reputation as a haven for brewing and culinary arts is growing and White Labs is growing along with it.

White Lab's expansion into the North Carolina craft-brewing center is driven by consumer demand. CEO & Founder Chris White shares, "the White Labs' expansion to the [Y]eastCoast is a direct response to customer feedback for even quicker shipping turn around times, lower costs and less overhead. Asheville is the first step of our global expansion plan that is strategically being rolled out in waves over the next few years. Like San Diego and Denver, Asheville serves as an innovation center for emerging breweries and we couldn't be more excited to join the Asheville brewing community. 40% of our current customers are on the east coast. Being local will enable us to best serve them and lower our corporate carbon footprint."



New location renderings for White Labs.

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White Labs' expansion

“White Labs' expansion across the country is a prime example of the success innovative San Diego businesses can have on the national level,” San Diego Mayor Kevin L. Faulconer said. “White Labs combines two industries our city is extremely

proud of: craft beer and biotechnology. We are excited that White Labs has harnessed the opportunity to grow its business and provide their world-class products to brewers throughout America.”

With operations in Asheville; White Labs is the choice, supplier-partner for Sierra Nevada. Brian Grossman (Co-manager; Asheville Operations); Sierra Nevada Brewing Co. shares that “healthy fermentation is the catalyst that turns great ingredients into great beer. White Labs has contributed so much to yeast and fermentation sciences and the brewing industry. We look forward to potential collaborations and research partnerships in our endless pursuit of the highest quality beers.”

White Labs is excited to be a part of the Asheville community and we are very encouraged by the welcome and interest we have received from local partners, owners, and businesses. We look forward to collaborations with new and current customers like Sierra Nevada & Oskar Blues. White Labs is the leading yeast supplier in the United States with international distribution.

“Buncombe County is becoming known around the country for its craft beer industry,” said Secretary Decker. “North Carolina boasts the largest number of craft breweries in the south, with more than 100 breweries and brewpubs. It says a lot about the growth of the industry here that White Labs chose this part of North Carolina for its first east coast operation.”

In addition to offering customers on the East Coast the same level of quality yeast that our customers receive on the West Coast and the Greater Mountain areas our goal is enhance distribution channels and collaborative efforts to these partners. White Labs’ Asheville location will mirror that of San Diego with yeast production, brewing, analytical service, distribution and tasting room.

About White Labs

White Labs delivers pure yeast, fermentation products, services, analysis and education to help professionals and enthusiasts alike craft the best beer, wine and spirits possible. White Labs continually raises the bar in the art of fermentation as the company stretches the limits of science to set new standards in purity and freshness as an industry innovator.

For more information on White Labs, please visit www.whitelabs.com.

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